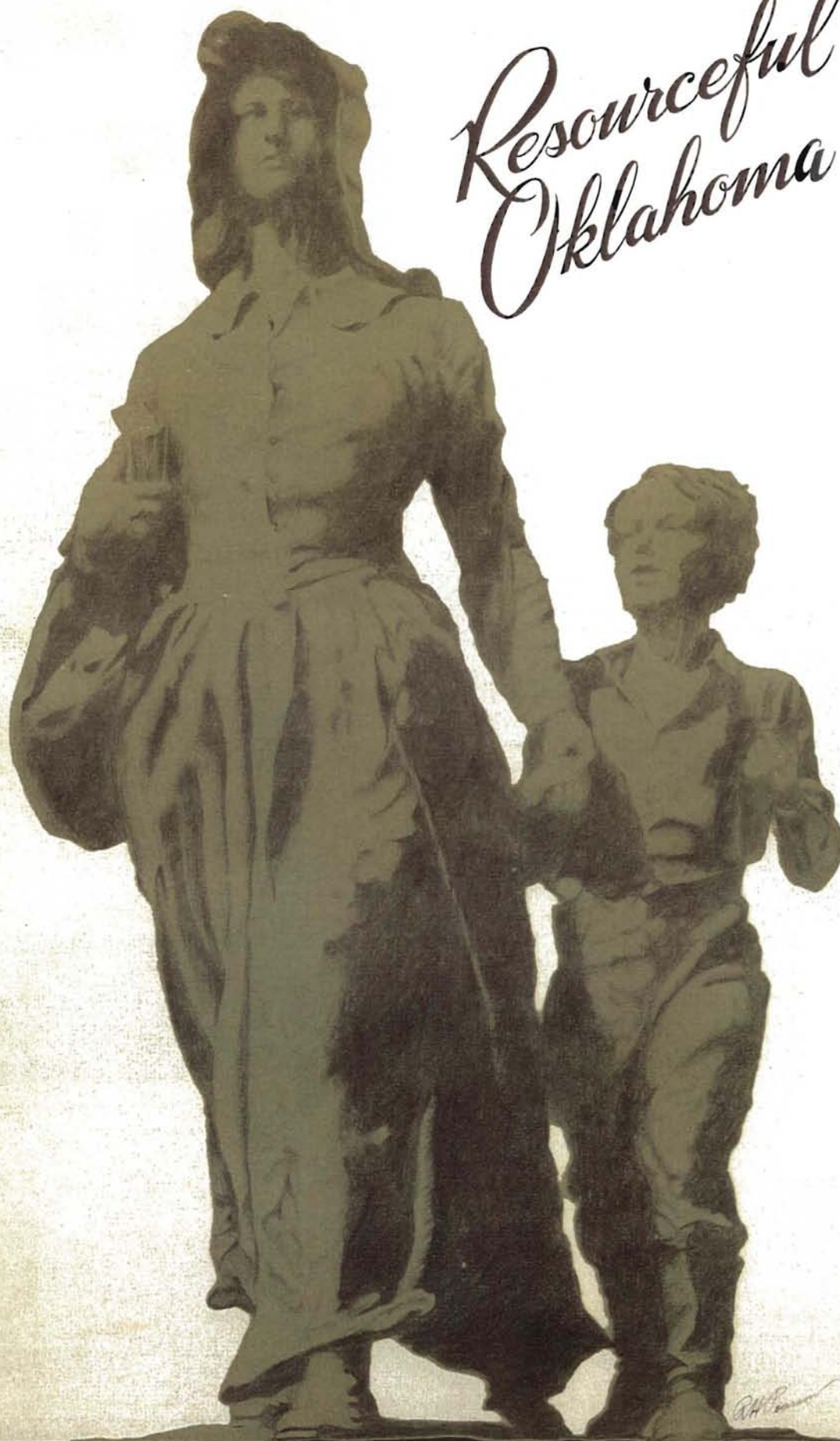


*Resourceful  
Oklahoma*



PIONEER WOMAN

## Industrial Tour To Eastern States Seeks Industries

Fortified with facts about Oklahoma's inviting economy, 65 state industrial leaders spent 10 days of October in eastern states selling Oklahoma as an ideal place to live and for doing business.

These Oklahoma salesmen learned a lot during the past industrial tours to the east seeking new industries. They learned that generalities about the state's great natural resources and other features that should entice new businesses aren't enough. The industrial magnates want nothing but the facts about resources from which they might benefit from an industrial standpoint.

The tour members met in Oklahoma City prior to their departure. They mapped out precisely their sales technique to convince easterners that Oklahoma is a better place to live.

The group received literature and heard nine lectures on topics calculated to bring to mind and integrate factual data about the state.

The tour, sponsored by the Oklahoma Development Council, was designed to persuade companies to relocate or expand their plants into spacious, resourceful Oklahoma. It visited industrial leaders in Massachusetts, Connecticut, Rhode Island, New York, and New Jersey.

A wide range of professions, businesses, and organizations from every part of Oklahoma were represented. The group included state senators and representatives, a public school superintendent, bankers, newspapermen, chamber of commerce managers, and a doctor. Representatives of the Industrial Division of the Oklahoma Planning and Resources Board, several public utility companies, and of the theater and oil industries were among those on hand to answer specific questions.

Harry Woodhead, vice president and general manager of the Douglas Aircraft Co., Tulsa Division, and principal speaker at the meeting, gave the tour an encouraging send-off.

"If the Douglas company shuts down all its plants in the country, it won't close the one in Tulsa. And the reason is Oklahoma."

Douglas is a good example of the way industry can fare in Oklahoma, English-born Woodhead declared with assurance. One of the state's strongest selling points is the high type and abundant supply of labor available, he said, acclaiming it as second to none in the country.

## Will Rogers Day Observed

Oklahoma's most beloved historic figure, Will Rogers, was honored in Claremore on November 4, the 75th anniversary of his birth.

Several hundred prominent Oklahomans received invitations from Governor Johnston Murray and the 7-man Will Rogers Memorial Commission to attend a special ceremony on the memorial grounds. At noon Earl D. Johnson, president of the Air Transport Association of America, presented a plaque to the memory of Will Rogers for the airlines of the United States.

N. C. Henthorne, Tulsa commission member, accepted the bronze tribute in the name of the state of Oklahoma.

Three distinguished American flyers, Jimmy Doolittle, Charles Lindberg, and Eddie Rickenbacker, were invited to pay tribute to Will Rogers, who in his lifetime did more than any other private citizen to advance commercial flying.

Preceding the ceremony, a gigantic parade through Claremore was staged. Twenty or more high school bands, made up of about 1500 students, and the Lackland Air Force band took part in the procession.

"People in this state want to work and do a good job," the greying former steelman said proudly.

Woodhead, who lived 14 years in California, described living conditions in Oklahoma as ideal. The weather is moderate and consistent, he said, and the growing season is long. Oklahoma offers ample space for industries and plenty of room for people to spread out and children to play, in sharp contrast with the situation in many overgrown eastern factory centers.

Other informative talks outlined Oklahoma's advantageous situation in regard to electricity, transportation, fuel, markets, raw materials and water, financing and

Also participating in the parade were several roundup clubs, more than 20 floats, and convertibles carrying celebrities and outstanding Oklahomans.

Six Oklahoma high school students received cash awards and college scholarships as prizes in a citizenship essay contest sponsored jointly by the Oklahoma Junior Chamber of Commerce and the Will Rogers Dog Iron Club of America. The Dog Iron club, taking its name from the cattle brand used by Will Rogers, strives to perpetuate the brand of citizenship practiced by the cowboy-philosopher.

In addition to the other awards, boys selected as winners will serve as pages in the state legislature for a week.

At one time during the celebration, the high school bands played "The Star Spangled Banner" in unison. A 110 piece honor band stepped forward to play "Oklahoma!"

Chief Claremore of 1955 was named in the final ceremony of the memorial celebration. The new chief received a hatchet in honor of the official peace made between the Osage and Cherokee tribes last year.

loans, construction costs, taxes and government, and community assistance.

Czar Langston, director, state planning board's industrial division, told the group that copies of a 32-page booklet prepared for the tour had been distributed to industrial leaders whom they were to contact. The attractively prepared booklet summarizes Oklahoma's industrial potentials.

## Our Cover

On the outskirts of Ponca City the Pioneer Woman statue stands as a dramatic tribute and memorial to the pioneer women of Oklahoma and the west. Dedicated in 1930, this heroic bronze statue was a gift of the late E. W. Marland, former Governor of Oklahoma and wealthy oilman. Marland asked for models from sculptors throughout the country. Later, Bryant Baker's was selected by popular vote and he was commissioned to do the job. The cover drawing was done from a photograph by Russell Pearson, artist for the planning board.



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# Water Means Life



*Portable irrigation sprinkler system in peanut fields.*

A three-year drouth that is still going strong has revolutionized Oklahoma agriculture. Sooner farmers are going for irrigation hook, pipeline and pump.

Irrigation systems are helping Oklahoma's farmers beat the drouth and make a tidy profit at the same time. Aluminum pipe, well pumps and flowing ditches are beginning to dot western Oklahoma from the Panhandle to Red River. Even eastern areas, failing to get their average 40 to 50 inches of rainfall, are experimenting with irrigation. Some of the systems are paying for themselves in one season, and practically all of them are helping their owners produce alfalfa, cotton, pasture, or specialty crops in the face of a drouth that equals anything in Oklahoma's history.

Water for irrigation is obtained from two sources: surface water in streams and lakes, and ground water from wells. Applications for irrigation water rights have increased manyfold during 1954, and from January 1 to the end of September the Division of Water Resources received applications covering a total of 78,294 acres. More than half of these applications were sent in by farmers during the three-month period from July to September. The significance of this acreage is indicated by

the fact that total land under irrigation in Oklahoma last year was estimated at approximately 108,000 acres.

Irrigation is not new to Oklahoma. The Lugert - Altus project, using water from the North Fork of Red River to irrigate some 48,000 acres in Jackson County, was started in 1941. As early as the first World War farmers in the Panhandle counties were damming the Cimarron river and laying out canals. The current drouth, of course, is responsible for much of the new interest, but more and more agriculturists are discovering that, even in years of normal rainfall, irrigation provides a control over soil moisture that makes a great deal of difference in net profit.

Although the early irrigation systems in the state were designed to take water from the streams through canals and

*Floyd J. Lanier checks a pipe coupling in the well and pump system on his farm near Weatherford.*



ditches, many of the newer systems are taking advantage of improvements in equipment and the use of wells. Lightweight pipe, more efficient pumps, automatic valves and nozzles, and increasing know-how have put many an Oklahoma farmer into irrigation with a better-than-average chance to succeed. Equipment dealers are finding that their future is assured if they work with the farmer to install a system suited to his soil and his local requirements. State and federal offices make available information on water quality, availability, and water rights. When the prospective irrigator cannot obtain local financing, he can turn to the federal government for a government-backed loan.

Interest in irrigation is spreading eastward in the state after a slow start in the drier western sections. Irrigation brings many problems—water supply, finance, soil fertility, markets—but Oklahoma farmers are finding that good judgment, good soil, and good water are paying off.

*Flood-type irrigation system in the Lugart-Altus district.*



# Memo . .

Oklahoma's successful promotion of a \$7.2 million self-liquidating bond issue to finance the most ambitious state park development program in the nation has made her a leader in the public recreation field.

Acquisition of this large sum of non-tax money came at a time of greatest demand by Oklahomans for recreation accommodations, and when the national tourist industry reached new staggering heights.

No other state in the nation has undertaken at one time a public playground development of such magnitude. In fact, the eyes of the nation have focussed on Oklahoma as a trail-blazer in this endeavor.

The Oklahoma Planning and Resources Board spent many months, often faced with discouraging obstacles, to complete the legal and financial requirements necessary to clear the way for issuance of the multi-million dollar bond issue.

Four new luxurious resort lodges and cabin facilities in three of Oklahoma's 13 state parks are major projects in the development plans, but improvements in the other parks are also scheduled.

First construction will be at Lake Texoma State Park, near the west end of the Roosevelt Memorial bridge, between Madill and Durant. Work on this \$2,029,042 project is expected to begin in early November and completed by July 1.

Plans and specifications for two lodges at Sequoyah State Park, east of Wagoner, having a combined cost of \$2,185,279, and one at Quartz Mountain State Park, in the Altus-Mangum-Hobart area in southwestern Oklahoma, to cost \$700,000, will be ready after January 1 when construction bids will be invited.

The expansive Lake Texoma facilities will be in an area that has always been at the top of the nation's tourist attendance record. The Corps of Army Engineers, Tulsa, which constructed the lake that is the nation's fifth largest inland body of water,

predicts the vast playgrounds will attract 5,000,000 visitors during 1954. During the 1954 fiscal year Lake Texoma was the country's No. 1 spot in total attendance at all national parks and monuments.

The swank 106-room air-conditioned lodge will be on a timbered site about 1,700 feet south of U. S. Highway 70, from the west end of the Roosevelt bridge. The construction will have a spacious lobby, dining room, ballroom, kitchen, office and necessary storage and linen rooms.

North of the lodge will be a swimming pool. Overlooking the lake to the south will be 30 deluxe cabins, a fisherman's lodge with 20 guest rooms, 20 fishing area cabins of two units each, and a service building.

Accommodations range from the luxury type to less pretentious quarters. The fisherman's lodge, for male occupancy, will serve fishermen without accompanying families.

Already established along the shores of this mammoth lake are privately operated facilities with an investment estimated to be more than \$4,023,000. This figure does not include accommodations in towns around the lake.

The lake is a haven for boats of all types. A survey shows there are 4,160 boats—ranging from 16 to 54 feet—registered at the lake, with a value set at \$4,756,000. This total number does not include the hundreds of other craft that are brought to the water and returned to the owners' homes.

Sequoyah State Park, about six miles east of Wagoner and 18 miles west of Tahlequah, will have new improvements equally as ambitious in scope as Lake Texoma's. Two areas within the park will be developed extensively.

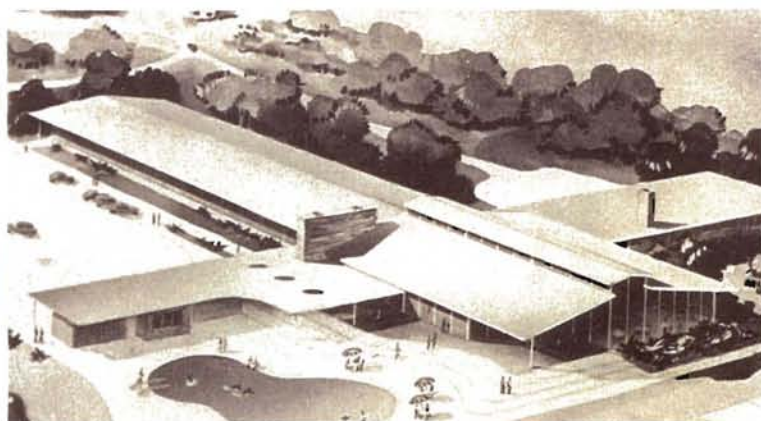
The most elaborate will be in the peninsula sector, flanked on three sides by water impounded by the Ft. Gibson dam to the south. Grand river is on the west and Fourteen Mile Creek on the east. The bay area, west across Grand river from the main

Upper Left—Projected lodge in the peninsula area of Sequoyah State Park.

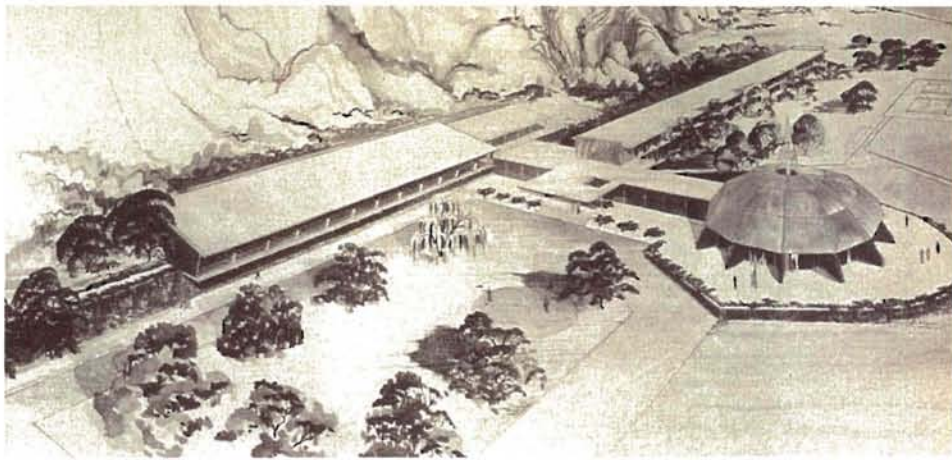
Lower Left—Bay area lodge of Sequoyah State Park.

Upper Right—Basic idea of the lodge at Quartz Mountain State Park.

Lower Right—Lodge at Lake Texoma State Park.



# To Tourists



park location, and a little south, will have construction on a smaller scale.

A pretentious lodge of 106 guest rooms, an expansive lounge and dining room, all air-conditioned, is to be built in the peninsula area. Adjacent to the lodge will be six cabins with four rental units each, 13 with two units each, and a fisherman's lodge with 20 rental units. The latter will be similar to the one at Lake Texoma. Nearby will be a swimming pool and bathhouse. Total cost will reach \$1,600,858.

The Bay area will have a 26-room lodge, cabins having 28 rental units, another fisherman's lodge with 20 units, and a swimming pool. These will cost \$584,421.

The Sequoyah park, in northeastern Oklahoma, is situated in an ideal spot from a potential population market standpoint. It is not too far from several big cities, including Tulsa, Muskogee and Oklahoma City within the state; Fort Smith in Arkansas; Joplin and Kansas City in Missouri, and Wichita, Kansas.

It is part of a territory steeped in colorful and romantic history. This quarter-section of the state is bountiful in lakes, streams and monuments of historical significance—all within easy driving distance from the park.

The 20,000-acre lake is setting a record of its own in attracting visitors. The Corps of Engineers reports an increase from 1,072,100 to 1,784,900 vacationists during the past fiscal year.

In southwestern Oklahoma is Quartz Mountain State Park, in the Altus-Mangum-Hobart sector. This park of 11,000 acres offers contrasting scenery, and the ruggedness of its granite mountains remains virtually the same since Indians roamed the area hunting buffalo.

Against this backdrop of natural beauty and on the shore of a sky-blue lake will be a rustic lodge with architectural design to match the natural charm of the surrounding terrain. The

structure will have 48 guest rooms, a dining room, grill and a recreation room. Near it will be a swimming pool.

Quartz Mountain park usually ranks third in attendance among state-operated parks.

Pioneer of Oklahoma's revenue bond projects is Lake Murray State Park, about midway between Ardmore and Marietta in the southern part of the state. Existing there now is a modernistic lodge flanked by cabins of similar construction. These facilities were built in 1949 at a cost of \$850,000, the first such development using non-tax money.

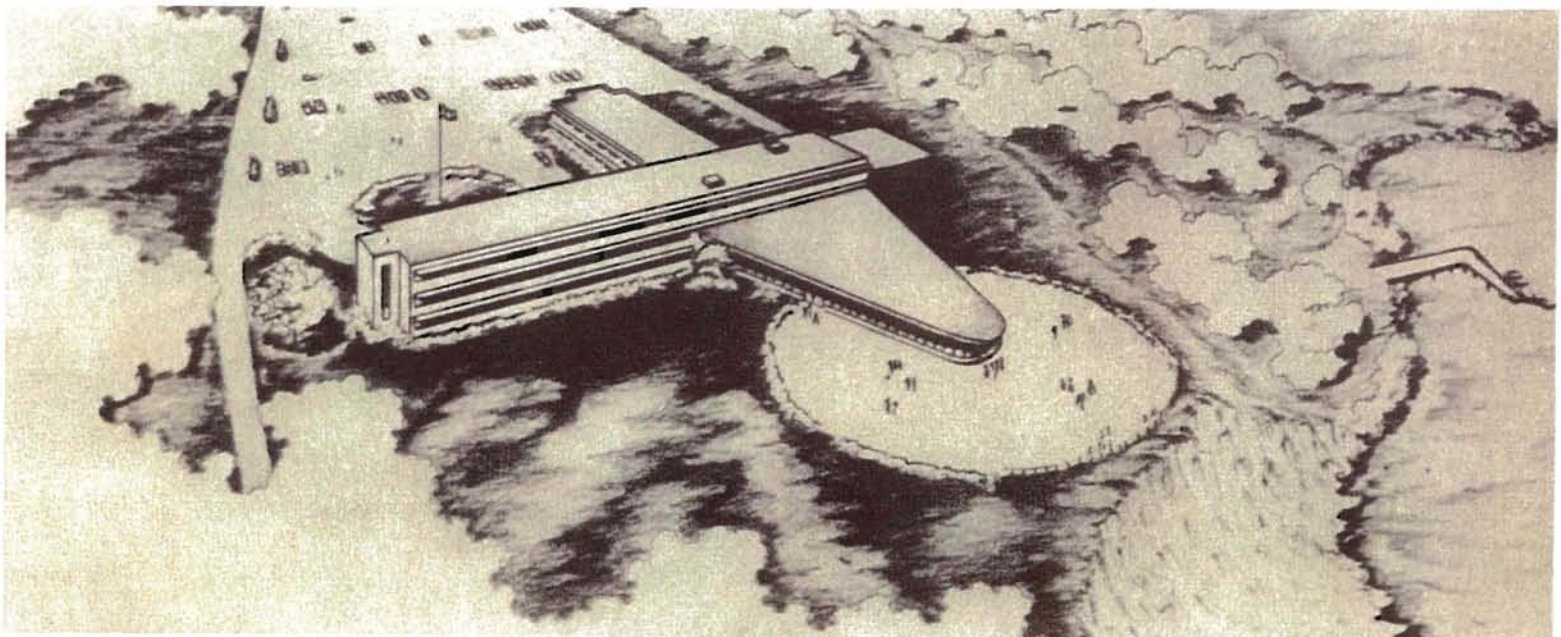
Prior to the project's completion there were many skeptics who felt revenue from it would fall short of meeting financial requirements. But vacation business there has been good from the opening day, and records show that revenue has been more than ample to satisfy operating costs.

In fact, the demand for reservations has become so great that the present facilities will be doubled at a cost of \$292,321. In addition, two new quadruplex cabins and a swimming pool will be added. These improvements are included in the new bond issue which also retired the original \$850,000 bond issue there.

Oklahoma's forceful stride in providing adequate accommodations for her own citizens and those who come in from other states, fits well into the national picture of the ever increasing growth of the tourist industry.

No one knows for sure just how large tourist expenditures are on a national scale. Publications considered good authority place the yearly total anywhere from 10 to 20 billion dollars.

At any figure, it is known that virtually every state in the nation is vying for a slice of this huge expenditure—and the competition is brisk. Oklahoma intends to grab a lion's share of this revenue, and, with all the multi-million dollar improvements getting started, the state will be ably fortified to handle the business.



# Birthday Glow



Oklahoma, proud of her dramatic and progressive past and fully confident of a greater future, will be 47 years old November 16.

"From teepees to towers in less than a half century" is a justifiable phrase about Oklahoma, and her unparalleled development since 1907, when she became the 46th state, reads more like fiction than facts.

In 1907, President Theodore Roosevelt affixed his signature to the document that joined the Indian and Oklahoma territories, called the "last frontier," into a new commonwealth of the nation.

Eighteen years earlier, President Harrison had issued a proclamation that set a date for the opening of the land for settling by white people. The result was a series of nine land openings by hardy, fearless homesteaders, who were determined to stake out claims and establish homes in the promising new country.

Oklahomans knew they were ready to be incorporated into the Union. The census takers counted 1,414,177 men, women and children throughout the 69,283 square miles which made up the new state. Of this population number, about five per cent, approximately the same proportion recorded in today's count, were Indians.

By the time statehood was won by the vigorous community, the sturdy settlers had created for themselves a culture whose individualistic spirit was to endure to the present.

The first homes—scattered dugouts, sod houses, and rough cabins—had been re-

placed by sturdy homes in neatly marked-off villages and prosperous farms.

Farming, which had begun as a gamble, was developing into a sound industry. Essentially all of Oklahoma's arable land was under cultivation by statehood.

The lean years of scorching winds, meager rainfall, and crop failure had failed to frighten away the spirited settlers who had the courage to see beyond the initial adversities facing them. Their young optimism, which made survival possible, was one of the characteristics which most vividly illustrates the pioneering spirit for which these hard working people are remembered.

School children at the time of statehood often rode their ponies over many miles of prairie land from their sod and dugout homes to the simply constructed shacks that served as school houses. Too little land

was on the tax rolls to provide enough money to keep the schools open more than three or four months of the year. Most of the teachers had only grade school education, and their pupils were often as old as they were.

Oil was the most important single influence in Oklahoma's economic development. The first exploitation was ruthless and undisciplined, but before the state was ten years old producers began to coordinate their activities with an eye toward conservation. Pipeline facilities were increased to avoid exorbitant waste. Methods of exploration became more scientific and more dependent on the findings of geologists and engineers.

By 1907, the people of Oklahoma were utilizing other mineral resources. Production of lead and zinc began to climb sharply in that year. Asphalt had been mined



Top—Aerial view of Oklahoma City as it appears today.

Left—Early day view of Oklahoma City from Emerson school house.

Above—Broadway, Oklahoma City, in 1905.



since 1903, and abundant building materials, such as limestone and granite, had been spotted in the central, southern and western portions of the state.

Lumber production had begun in the vast forests of eastern Oklahoma by statehood, and within three years it was a large-scale operation.

The rapid establishment of transportation modes was one of the primary factors in the quick development of Oklahoma into a powerful state. The first railroads in the territory were constructed shortly after the Civil War, and by statehood Oklahoma contained a third of all the railroad mileage built in the United States since 1900.

Local pipelines for transportation of oil were laid in 1905, and the following year lines from Kansas to the Gulf of Mexico were completed.

Labor in the state had been organized to some extent since 1882. Local unions united in 1903 and received a charter from the American Federation of Labor in 1904. In 1907, there were 303 unions in the state.

The amazing progress made by Oklahoma in 47 years of statehood is unparalleled by any other state. The population increased to 2,233,351 by 1950. The new villages of 1907 have become modern and progressive cities. The face of the land is perceptibly altered.

One of the most striking changes in the state is in agriculture and ranching. The most up-to-date equipment is used. Farmers take advantage of wide variances in soil, contrasts in topography, and differences in precipitation to produce greatly diversified crops. As a result, total cash farm income in Oklahoma, including government payments, gained 173.43% from 1940 to 1953.

The state educational system developed



*Guthrie in 1905.*

to include 35 institutions of higher learning, public and independent. Each year the 800 accredited high schools graduate about 20,000 students, many of whom go on to college. Junior colleges were established in many cities as a part of the public school system. Two of the 11 state four-year colleges offer degrees through the doctorate. The work of all state-supported schools and colleges is co-ordinated by the Board of Regents for Higher Education.

Oklahoma has produced about three billion barrels of oil, valued at more than four billion dollars. The 1953 production of oil and gas was valued at \$580,970,000. The state once led the other oil states in annual production and in per barrel revenue of crude oil. The most scientific and progressive methods of conservation are practiced throughout Oklahoma, assuring a continued income from this source.

Coal production in Oklahoma received new impetus with the discovery of the superior coking qualities of a blend of coals found in the state. Coal and coke produc-

tion in 1953 was valued at \$12,698,000, an increase of more than two hundred per cent over production in 1940.

Transportation systems in Oklahoma today are integrated to provide swift and certain means of economically carrying products over a fast-growing trade area. Sixteen railway systems offer state and interstate service. Truck and bus lines cover 10,296 miles of paved and improved highways and 82,387 miles of county roads. Five major airlines serve 15 cities.

The prosperity of the state is reflected in wages and employment. Income payments to individuals in Oklahoma have increased 72% more since 1940 than in the nation as a whole. Per capita income payments in 1953 were \$1,327, an increase of 269.64% over 1940 payments.

In 1953, total non-farm employment in Oklahoma was up 63.2% over the total for 1940. Significantly, the largest increase was in the contract construction industry, which employed 34,800 in 1953, compared with 11,200 in 1940.

*Inauguration speech of Charles N. Haskell in front of the Carnegie Library, Guthrie, at noon November 16, 1907.*



# Putting Oklahoma On the Map

Putting Oklahoma on the map has a strictly literal meaning to the technicians of the Oklahoma Highway Department.

Bower H. Myers, Chief of the Department of Statistics, supervises the publication of a new state highway map and three revisions each year.

Oklahomans and their out-of-state visitors should never get lost on the highways of this state, asserts Myers. "The maps are accurate to the last squiggle, or as nearly so as we can make them," he maintains.

Four times a year 100,000 maps, at a cost to the state of approximately 7.7¢ each, are printed.

The man entrusted to get the job done is Verne O. Bradley, senior draftsman and supervisor of the drafting department. Bradley gets the maps ready for the printers almost singlehandedly. He is drafting engineer, statistician, and cartographer for the project, which is a continuous operation.

Bradley's main job is keeping the county base maps up to date all year, but the biggest single phase is making an entirely new state map for distribution at the first of every year. Data for the state map is taken from county maps, drawn by the department to the scale of one inch to a mile.

has been used twice. The first road map produced for free distribution by the Oklahoma Highway Department was published in 1925 in black and white. Sometimes as many as 18 or 20 proofs, or trial impressions, of the color are made before the exact shade desired is achieved.

Bradley makes a layout or make-up plan to use as a guide. The layout is a complete preliminary sketch and includes everything that will be on the finished map.

On the back of the map usually appear pictures, individual city maps, a message from the governor, charts of statistical information, and other information which may be helpful to motorists.

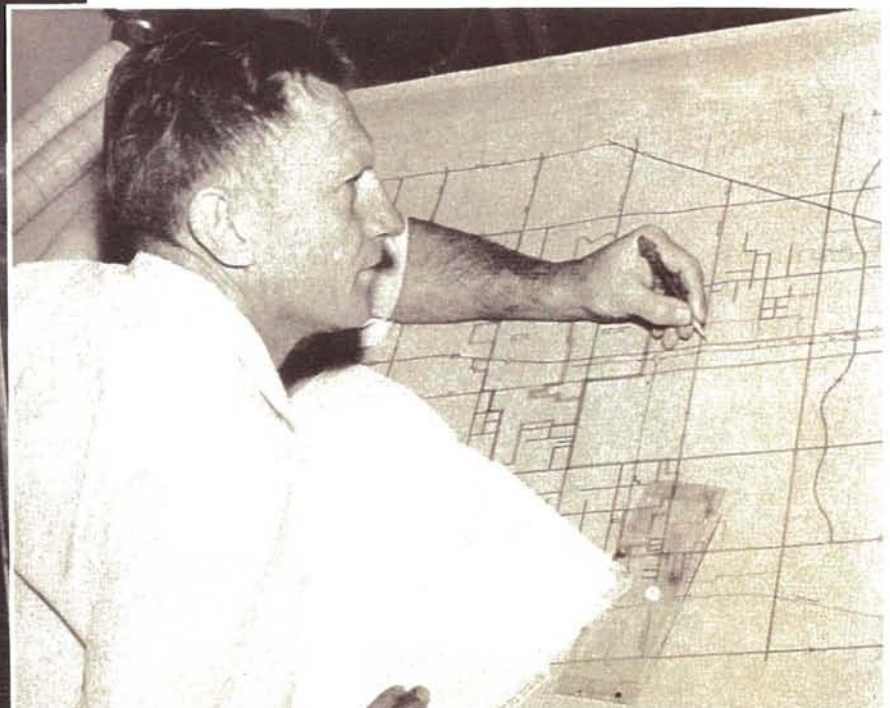
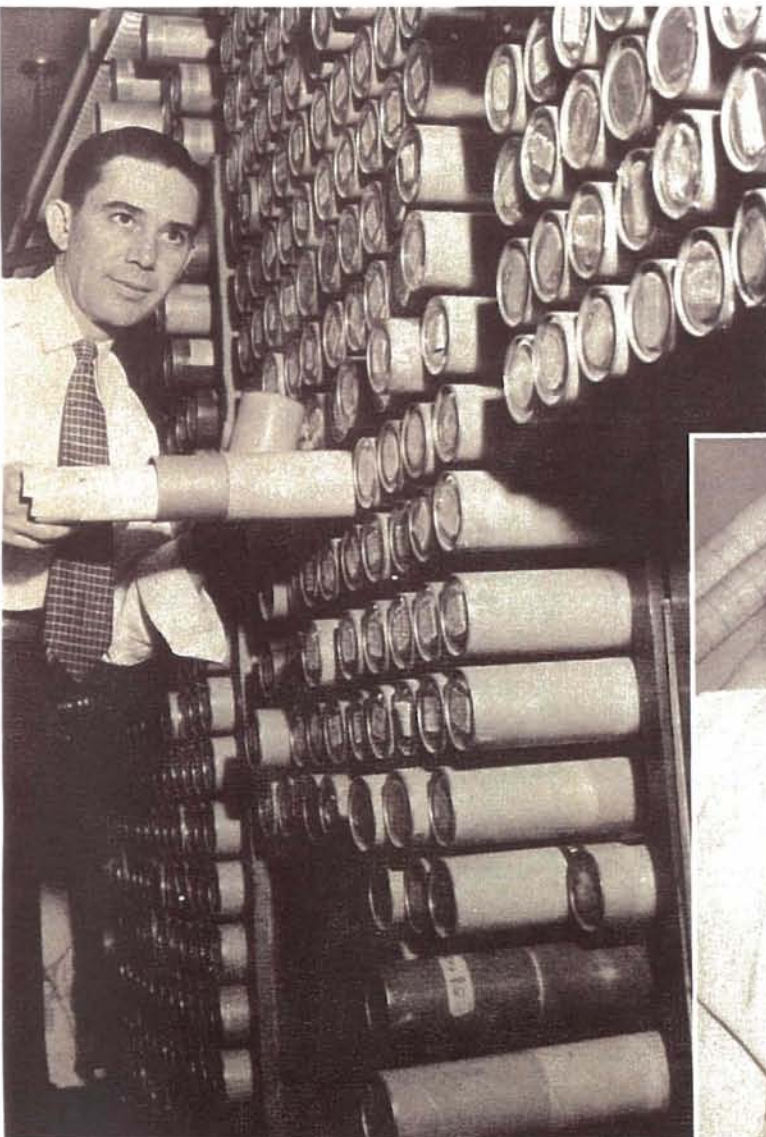
The first step is choosing the background color. The scheme selected will be used on all the maps printed, including the three revisions, the whole year. Since color was added to the process, none

The highway department photographer supplies pictures, which have been selected jointly by the Highway Commission and the Director of the Oklahoma Highway Department. The pictures are of points from over the state of particular historic and scenic interest.

One of the most practical, convenient features of the attractive maps is the inclusion of simplified maps of the 10 Okla-

*Left—Bower Myers removes a map from the multitude of files.*

*Below—County maps are kept up-to-date throughout the year. Allen C. Soules, junior draftsman, uses the maps as references when changes are made on the state map.*



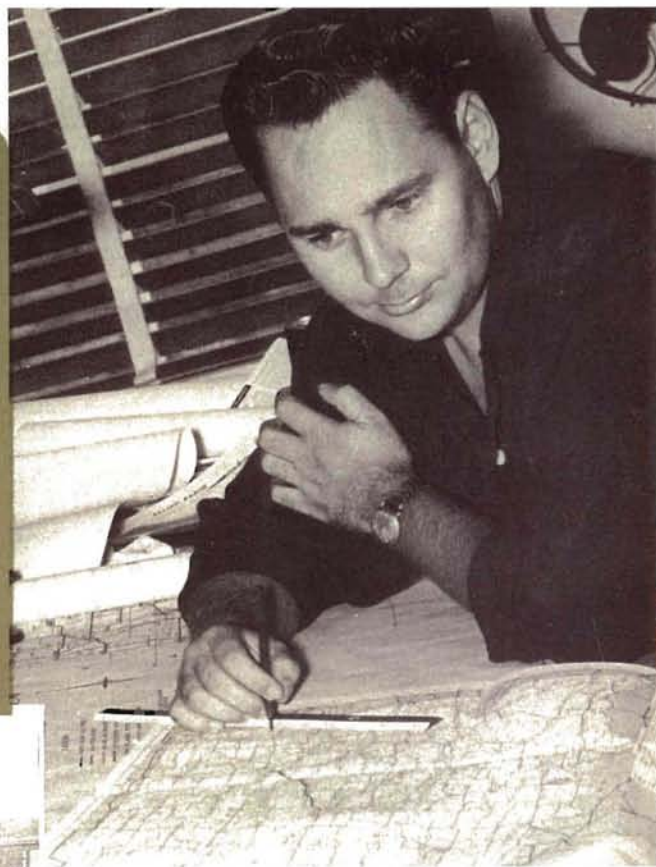
homa cities with the largest populations. Through-city routings, lakes, rivers, bridges, airports, and principal cultural features are indicated plainly.

The 1955 maps will use diagrams of the same cities that were featured in the previous map. In order of size according to the 1950 population figures, the cities are Oklahoma City, Tulsa, Muskogee, Enid, Lawton, Norman, Shawnee, Stillwater, Ponca City, and Bartlesville.

The road map itself is drawn on tracing cloth, which is a specially treated linen. The state outlines and all existant highways, including improvements and changes, are carefully drawn. When the map is complete, reproductions, for use by the department throughout the year, are made. A copy is sent to the printer, along with the layout and a list of changes in the new map.

Before the maps are printed, surrounding states are asked to check their portions of the maps for errors. A high degree of accuracy is attained by the department, which is always striving for a perfect map. Occasionally unin-corporated towns off the highways are omitted, but about 1200 cities and towns are precisely located. To avoid confusion, road improvements are not mapped until they are completed.

The printing is contracted out. Four colors on a white background are

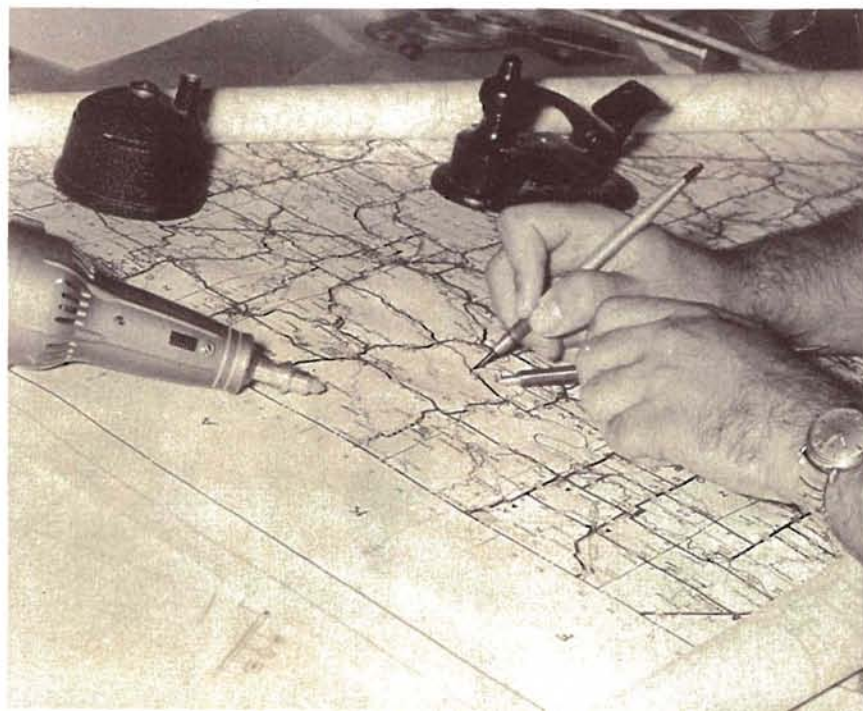


used, and the printers make a separate plate for each color. Blue is used to indicate water, county lines, mountains, and state parks. Red represents paved roads, and black ink is used for city names, gravel and soil surfaced roads, other cultural features, and state boundaries.

Effective distribution is an important part of the production of a good, useful road map. On request, up to 50 copies are sent to individuals. Requests for more than 50 maps are channeled through the director, and no person who has legitimate methods of distribution is refused.

There is no regular mailing list, but maps go to travel agencies, school teachers and children, chambers of commerce, and service stations. Many hotels and tourist courts place maps in every room or distribute them at the desk.

All the mail that comes to the department is answered. Some is critical, but this year most of the letters have been complimentary. Oklahoma's travelers recognize that they have access to a superior highway map.



Top—Verne Bradley proofreads a map before it is sent to the printer.

Center—Overall view of the drafting department at work.

Left—Bradley fills in a map to show a newly paved road.

Left Center—Listening to M. T. Huddleston, left, give a lively account of the day's experience are W. F. Heddleson, Jack Moree, Del Bellflower, and Gene Cheatham. All are from Oklahoma City.

Lower Left — Jack Hogerty, Oklahoma City, presents prizes and award cups to Bill McNeal, Lawton, and Earl Frazier, Blackwell, for catching the biggest fish. Gene Cheatham, Oklahoma City, holds the champion catches.

Lower Right—Checking fish stories for accuracy are Earl Frazier, Blackwell, and Phil Smith and M. T. Huddleston, both of Oklahoma City.

## Mountain Fork

There's no getting around the fact that October on the Mountain Fork is idealistic for float trips.

That there is adventure aplenty up and down this picturesque stream that winds through the pine-timbered Kiamichi Mountain ranges in southeastern Oklahoma—one needs only to hear the superlatives of a group of business men who have just returned from there.

Officials of the Southwest Radio and Equipment Company, Oklahoma City, statewide distributor for Philco products for the past 29 years, selected this scenic Oklahoma area as the place to send winners of a sales contest. The company paid all expenses as an award for dealers whose sales records were highest during a given period.

Forty dealers, from every section of the state, made the trip, leaving Oklahoma City by chartered bus for Beavers Bend State Park where headquarters was established at the park's community center.

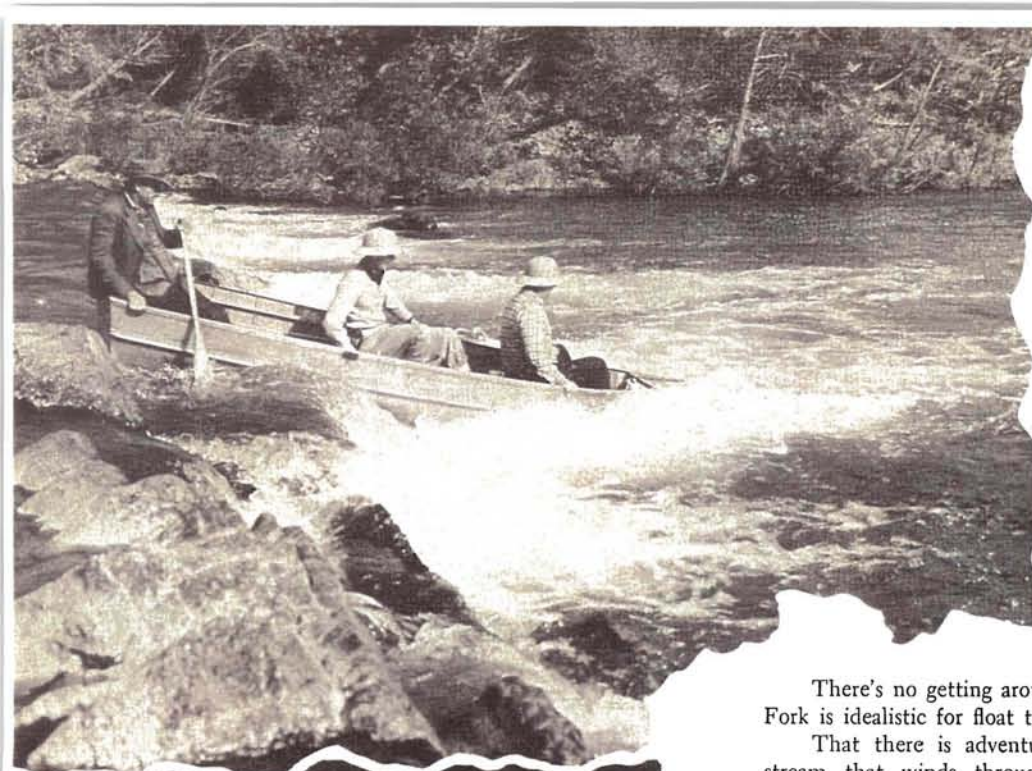
Before leaving Oklahoma City, the group was given an official state send-off at the state capitol by Mac Q. Williamson, attorney general, representing Governor Murray.

J. J. Hogerty, general sales manager, and Gene Cheatham, advertising manager, for the Southwest company, who planned the jaunt, had their judgment at stake on the outcome of this trip. They usually send the dealers to some out-of-state place, but had become convinced that Oklahoma's attractions are just as inviting and had begun to do considerably bragging about them.

"We'll say again that there is no place within a radius of 500 miles that is any more beautiful than the Kiamichi area," Hogerty said when the trip was over. "Most of these men saw a section of Oklahoma they didn't know existed, and many of them are planning to return next year."

When the anglers arrived at the park they found a tasty barbequed meal awaiting them, compliments of the ladies auxiliary of Broken Bow's Lions Club.

Community interest in the float trip was high and the local citizens





## Float Trip

endeavored to provide needed assistance. Boats and professional guides were ready, plus trucks to haul the fishermen to various points up and down the river to start the floats.

On the trips to the starting locations the men had an opportunity to see some of the most beautiful scenery in the country, most of it untouched by human hands.

Most of the anglers had little experience as float trippers, and the calm, then surging waters caused many of them to place complete faith in their guides in manning the boats. In fact, the beauty of the scenery mixed with the joyous emotional excitement of the trip would elate the most exacting of sportsman or outdoorsman. Nature's cooperation along the river kept excitement high. The calmness of sections of the river frequently was interrupted by rapids that created a tumbling, churning mass of white foam. At these points, as one angler put it, a roller coaster ride seemed tame by comparison. Rugged rocks projected themselves through the agitated water as though by brute strength and with what gifts mother nature possessed them could keep the water from reaching its destination.

This activity lasted for two days. Many fish were caught, but the adventures on the river overshadowed other experiences and are now being rehashed over and over.

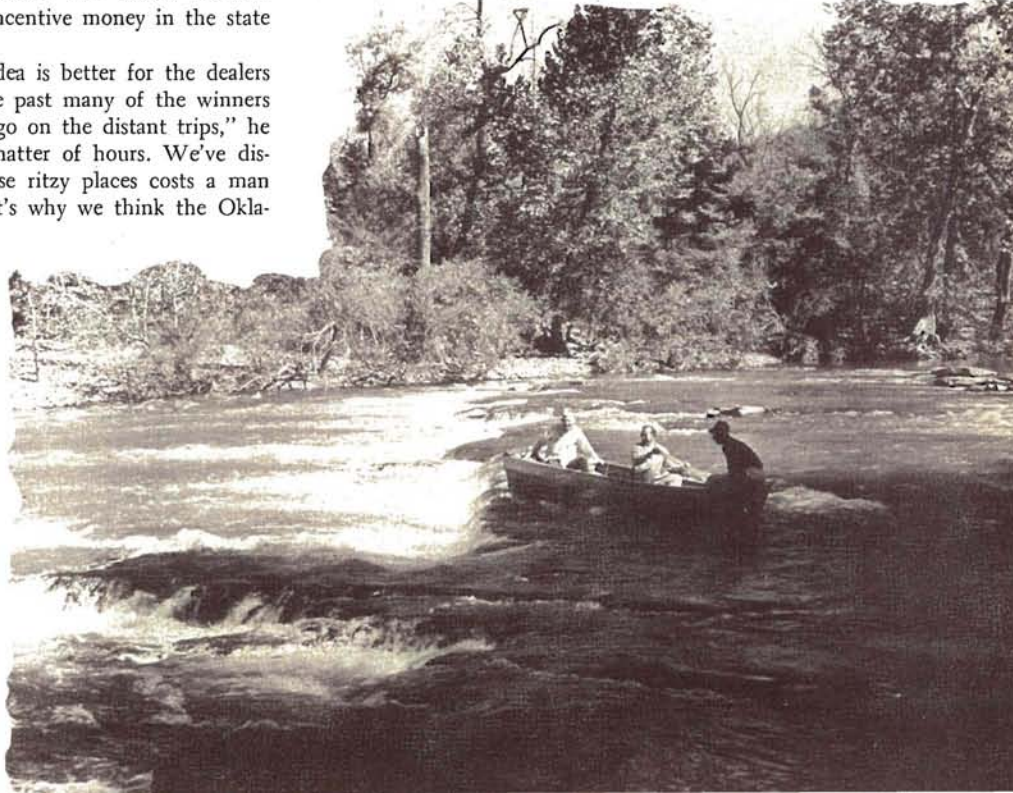
Hogerty said his company has spent \$50,000 the past ten years in taking dealers on trips outside of Oklahoma. "But this is the first time," he said, "we have ever spent sales incentive money in the state of Oklahoma."

He said that the Oklahoma vacation idea is better for the dealers from the time factor. "We've found in the past many of the winners weren't able to take off from their jobs to go on the distant trips," he pointed out, "while this way it is just a matter of hours. We've discovered, too, that a "free" vacation at those ritzy places costs a man plenty of cash out of his own pocket. That's why we think the Oklahoma vacation is such a natural."

*Top Left—L. D. James, guide from Broken Bow, sits patiently in the stern while hopeful fishermen Earl Frazier, Blackwell, and Phil Smith, Oklahoma City, attempt to outwit the fish.*

*Top Right—Part of the group leaves with one of the boats for the river.*

*Right Center — Oblivious to the camera, these five sportsmen start the day with the right kind of breakfast. Seated clockwise are Charlie Davis, Tulsa, Durwood Goforth, Okeene, Gene Hendrix, Sapulpa, and Bill Doege and Dee Randle, both of Tulsa.*



## Tulsa Museum Displays Rare Indian Baskets

In 1901, a cub reporter traveling through the western Indian country became interested in Indian craftsmanship. Subsequently, he began to collect beadwork and headdresses. He accumulated the beginnings of a valuable and unusual array of these articles before moths destroyed the entire assemblage.

After this disappointing start, the reporter, Clark Field, now Honorary Curator of American Indian Art at Philbrook Art Center, Tulsa, began to collect in earnest. He methodically toured American museums, finding them lacking in complete and properly labeled and catalogued collections of Indian baskets and pottery.

Field traveled the width and breadth of the Western Hemisphere, accumulating what the United States Indian Arts and Crafts Bureau has described as the most outstanding basket collection in the country, with regard to quality, condition and display.

He presented his collections to the Phil-



brook museum in 1942. Each year he adds significant examples to the group, which today includes more than a thousand works, representing most of the North American basket making tribes.

The baskets range in age from one to a hundred years and in size from almost microscopic to three feet across.

Among the most interesting specimens are baskets woven of bird feathers by the Pomo Indians of California and Aleutian

Eskimo baskets that are so tightly woven that they are capable of holding water.

Baskets found in the caves of Utah, in Colorado and New Mexico cave dwellings, and in Arkansas bluff shelters indicate that prehistoric North Americans used them.

The Indians learned to weave baskets before they learned blanket weaving, and the culture of some tribes advanced no further. All North American tribes made baskets at some time in their histories.

## Value of Dairy Industry Stressed

Sandy Saunders, Oklahoma City, is a firm believer that the citizens of Oklahoma should drink more. Milk, that is. And as state manager of the American Dairy association he spends most of his time preaching that conviction.

Saunders has some mighty appealing reasons why people should drink milk, such as a good way to lose weight comfortably, sleep more soundly, ease the nervous system and reduce fatigue, and its being the only practical source to obtain valuable food elements, like calcium.

From an economic standpoint, Saunders is convincing as to the importance the

Oklahoma dairy industry figures in its contribution to the wealth of the state.

He states that Oklahomans are consuming 25 per cent below the national average per capita of milk and most other dairy products. And further, he points out, the national average per capita consumption is about 20 per cent below the amount people should use for good nutrition.

Saunders, using data collected from the Oklahoma A. & M. College, Stillwater, contends Oklahoma is now producing \$75 million worth of dairy products yearly. In addition, 40 per cent of the livestock sold through central terminals comes from

dairy farms as dairy cattle and calves.

Sales of livestock at Oklahoma's central markets amount to more than \$200 million annually, of which \$80 million comes from the dairy farm, Saunders added.

The association official would like to see the state catch up with the national consumption average of milk and dairy products. He said that would mean \$192 million in additional purchasing power in the state. And, if Oklahomans use the amount of dairy products the American Dairy association says they need for good nutrition, an additional \$150 million in purchasing power would be created.